

Pomona Valley  
Transportation  
Authority

A partnership of the cities of Claremont, La Verne, Pomona and San Dimas

2120 Foothill Boulevard ■ Suite 116 ■ La Verne California 91750  
phone 909-596-7664 fax 909-596-7399

September 9, 2020

**AGENDA  
ITEM #5**

**MEMORANDUM**

To: Pomona Valley Transportation Authority  
From: George L. Sparks, PVTA Administrator  
Subject: **Service Evaluation-FY 2021 Action Plans**

**Recommended Action:** Receive and File

**Service Evaluation Process**

PVTA conducts an evaluation of each of its services annually. The purpose of this process is to identify important service trends and generate actions to improve these services. The results of the individual service evaluations are included in this board agenda. Based on the results of these service evaluations, we have developed a set of actions plans for FY 2021. Many of these efforts are continuations of projects initiated in FY 2020 to implement the recommendations of the Service Design Analysis (SDA). The SDA outlines a strategic action plan for PVTA for the next several years. The SDA recommendations fall into six major areas:

- *Explore Alternative Operational and Contract Structures*
- *Upgrade PVTA Technology*
- *Explore New and Expanded Services*
- *Increase Regional Connections and Cooperation*
- *Promote Mobility as a Service-Mobility (MaaS)*
- *Move Toward a Zero Emission Fleet*

Most to the recommended actions outlined in this report apply generally and to all PVTA services. Recommendations that are specific to a service are detailed separately.

## **PVTA Get About Action Plans**

Below are the action plans that apply to Get About and PVTA services generally.

### **1. Respond to the Impact of the Pandemic and Rebuild Ridership**

#### **▪ Emphasize Safety for Our Riders and Staff**

The highest priority for all PVTA service must remain the safety of our riders and our drivers and staff. PVTA will continue to provide PPE and is installing sneeze guards and hand sanitizers dispensers in all our vehicles. PVTA is monitoring and following the advice of the CDC and LA County Department of Health guidelines for public transportation.

#### **▪ Expand Outreach and Community Engagement**

As our services work to rebuild ridership, we will need to expand our outreach efforts to both make the community aware of the services available and assure riders they can travel safely. In addition to our normal communication channels, PVTA will be increasing its use of social media and is planning outreach events both in person and virtually to solicit community input on their transportation needs.

#### **▪ Focus on Maintaining Service Quality and a High Level of Customer Service**

We expect demand for service to rebuild slowly at first. It will be very important to maintain a high level of service quality. PVTA will be closely monitoring service performance as ridership grows and will be increasing service levels with demand. We want to ensure there is sufficient capacity available to maintain a high level of on-time performance. We want to be sure PVTA's customer service standards are met as well to build rider confidence in the service.

#### **▪ Assess Transportation Needs as We Emerge from the Pandemic**

The environment our services operate in has been changed dramatically by the pandemic. This is particularly true for Get About. Some of our largest client agencies have ceased operations and some may not reopen. PVTA plans to conduct an assessment of community transportation needs in order to restructure our service to effectively meet community transportation needs. One area of emphasis will be to maintain available service capacity in our dedicated vehicle fleet at peak periods to allow for the expansion of group services. Expanding service to groups, particularly those serving youth is one of the goals of the new service model.

### **2. Continue Implementation of the New Service Model**

In July, we began the implementation of a service model consisting of a prime contractor and subcontractors. We will continue moving toward full integration of the demand response providers into the Ecolane software platform. This will provide for consistent reporting and the eventual introduction of additional technologies, such as a smartphone application that can be accessed by riders no matter which PVTA service they use.

### **3. Improve Demand Response Service Performance**

The performance of our cab based demand response services has struggled for the last four years. This is primarily due to the advent of services like Uber and Lyft which have made it extremely difficult to recruit cab drivers. We have shored up these services by adding dedicated employee drivers to the cab based services. The impact of COVID 19 has made cab driving even less attractive to independent cab operators. PVTA will work with First Transit to increase the capacity of the demand response service through additional subcontractors or dedicated drivers.

### **4. Strengthen Regional Partnerships**

PVTA and Foothill staff have begun meeting on a regular basis to discuss areas of coordination and ways to improve local service and connections to regional providers. Initially, we are working with Foothill to explore local alternatives to Foothill's school tripper service in Claremont. Eventually, we plan to explore service alternatives in Pomona and the other PVTA cities. We will also be working with Foothill and Pomona Valley cities to develop first mile last mile alternatives for serving the Gold Line when it reaches our area.

### **5. Develop A Plan to Move to Zero Emissions**

Both PVTA and Claremont will be required to comply with the California Air Resources Board's, Innovative Clean Transit (ICT) rule. The ICT requires us to begin purchasing Zero Emission Buses (ZEB) by 2026. Claremont and PVTA are required to submit a Rollout Plan by July 2023. In FY 2021, PVTA and Claremont should undertake the following:

- ✓ An evaluation of technological alternatives, primarily plug in electric versus fuel cell
- ✓ Identify potential facilities for the housing and fueling of ZEB's
- ✓ Explore partnerships with other operators and cities
- ✓ Evaluate fleet needs to determine the number of vehicles with a GVWR in excess of 14,000lbs. The ICT currently only applies to heavy duty (>14,000lbs) vehicles

### **Claremont Action Plans**

The recommended action plans specific to Claremont are detailed below:

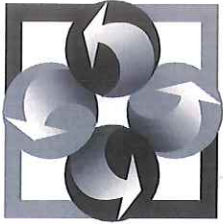
- Claremont should begin exploring new service designs, such as, microtransit using, route/point deviation or checkpoint models, targeting the general public and focus on school and youth transportation.
- Ideally, the microtransit projects should pilot new customer service features via smartphone and the web.
- PVTA plans to explore Claremont DAR adding a TAP card payment option to better coordinate fare payment with other regional services.

### **San Dimas Action Plans**

In order to allow San Dimas Dial-a-Cab riders to access new technologies, it will be necessary to have all San Dimas riders included in the PVRTA rider registration system. PVRTA plans to work with the City to facilitate the inclusion of San Dimas riders in PVRTA registration system.

### **Pomona Group Action Plans**

- Increase outreach and marketing that targets groups with specific travel needs. Produce and distribute a Spanish language version of the updated Pomona Group services brochure.
- We are in the process of redesigning the Rio Rancho shuttle based on rider feedback. We are adding signage to clearly mark pick up points
- Consider piloting additional new Group services and shuttles



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September 9, 2020

**AGENDA  
ITEM #5A**

**MEMORANDUM**

**To:** Pomona Valley Transportation Authority

**From:** George L. Sparks, PVTA Administrator

**Subject:** **Get About Service Evaluation FY 2020**

**Recommended Action:** *Receive and file the FY 2020 Get About Service Evaluation.*

**I. Major Findings & Follow Up Action Plans**

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The major findings in the FY 2020 evaluation are summarized below:

**a) Impact of the COVID 19 Pandemic**

The COVID 19 pandemic has completely changed our operating environment. It will have impacts on our service in terms of performance and the make-up of our ridership for years to come. We expect ridership levels to remain steady at approximately 30% of historic norms until such time as COVID related restrictions are eased. We would then expect ridership to grow slowly over the following months. Get About ridership profile will likely change from its pre-pandemic make up. Some of our larger client programs may not resume. Ridership will likely see a decline in some large groups and more individual trip making. The expected shift will provide us with some opportunities to reshape our service along with the challenge of rebuilding our ridership. In response to these factors we are planning the following efforts;

1. Increased public outreach to both client agencies and individuals to make them aware of available services and to identify groups needing transportation and nature of services they require. The Mobility Managers will be leading this effort and will be making use of presentations, participation in community events and PVTA sponsored activities focused on gathering public input. Initially, many of these activities may take the form of virtual public forums.



2. As we rebuild ridership, we will be placing a special emphasis on service quality in terms of on-time performance and adherence to PVRTA standards of customer service.
3. Focus on making our service more user friendly by moving forward with customer facing technological improvements, such as, real time ETAs, reservations and fare payment via a smartphone application.

## **b) Demand Response and Premium Services**

We expect more of Get About’s future service demand to come from individuals rather than groups. The popularity of services like Ready Now have demonstrated the need for additional same day transportation. These factors will make the performance of our demand response (cab) services a critical element in the effectiveness of PVRTA services. The disruptions to the cab industry brought on by the advent of services like Uber and Lyft has made cabs less attractive to drivers which has resulted in service challenges for our demand based services. Further, the passage of AB 5 brings the status on independent contractor drivers into doubt. PVRTA will be working with its prime contractor First Transit in the following areas:

1. Work with First Transit to ensure that our demand response providers are smoothly integrated into the new service model in terms of technology, service standards and reporting.
2. Monitoring the on-time performance and other elements of our demand based services to ensure we maintain a high level of service quality as we rebuild ridership. We may find it necessary to add dedicated drivers to the demand services to maintain consistent on-time performance as ridership builds.
3. We will be carefully following the progress of regulations and court decision related to independent contractor and will be working with First Transit to expand the number of demand response providers available to our services.

## **II. Analysis of Operating Data for All Get About Service Components**

An analysis of the overall Get About service and all Get About components is presented below.

### **A. Operating & Financial Performance (All Get About Services)**

<b>Operating Data</b>	<b>FY 2017</b>	<b>FY 2018</b>	<b>FY 2019</b>	<b>FY 2020</b>	<b>%+/- 19-20</b>
Ridership	131,569	136,120	122,661	99,962	-18.5%
Wheelchair	22,969	27,326	23,451	20,142	-14.1%
Cost Per Pass.	\$22.67	\$23.63	\$27.42	\$31.03	+13.2%
Cost Per Hour	\$89.90	\$93.53	\$97.89	\$113.07	+15.5%
Total Expense	\$2,983,154	\$3,207,159	\$3,363,234	\$3,101,488	-7.8%

Get About’s ridership in FY 2020 decreased by 18.5% compared to FY 2019. Ridership had been rising until the pandemic. Get About ridership from July 2019 through February 2020

was 4.2% ahead of the same period a year ago. Ridership declined by over 60% in Get about during the last four month of the fiscal year and are expected to remain at low levels until COVID precautions are lifted. Total expenditures declined by 7.8% as a result of the greatly reduced service levels. However, the cost per revenue service hour increased by 15% because while many cost factors declined as service volume fell, certain fixed costs continued. Similarly, the cost per passenger increased as service levels declined. Overall expenses ran significantly below their budgeted levels.

**B. Service Quality (All Get About Services)**

Service Quality	FY 2017	FY 2018	FY 2019	FY 2020	Standard
On Time	91%	91.5%	84.5%	90.3%	92%
No-Shows	2.60%	2.48%	3.38%	3.40%	<3%
Preventable Acc.	0	0	0	0	<4
Complaints	30	23	97	74	<25

The sharp decline in ridership allowed Get About to focus on service quality over the last several months. Get About's overall on time performance of 90.3% for the year, a significant improvement when compared with FY 2019. Our focus on the quality of our cab based services was a primary factor in this positive result. Cab program on time in FY 2020 was 87% under our standard of 92%, but significantly improved from FY 2019. The van service on time improved significantly to 92% compared to our standard of 90%. Complaints were still much higher than our standard, but it should be noted that Get About received only 5 complaints over the last four months. In addition to the better on time, our mobility managers have been responsible for a major portion of the improvement by responding rapidly to rider concerns and through consist service monitoring and coaching of our contractors.

**C. Operations and Financial Performance-Van (First Transit Contract)**

	FY 2017	FY 2018	FY 2019	FY 2020	%+/- 19-20
Ridership	90,365	85,108	79,227	59,459	-25%
Pass Per Hr.	3.81	3.63	3.35	3.36	0.3%
Cost Per Pass.	\$19.61	\$21.35	\$23.42	\$29.98	28%
Cost Per Hr.	\$74.76	\$77.44	\$78.49	\$100.80	28.4%
Service Hrs.	26,409	26,053	26,396	20,146	-23.7%
Wheelchairs	13,899	14,894	15,314	11,829	-22.8%
Total Expense	\$1,772,399	\$1,816,718	\$1,855,388	\$1,782,757	-4%

The service operated by First Transit saw its ridership decline by 25% in FY 2020. Van ridership prior to the pandemic was running even with the previous year. The COVID outbreak lead to the closing of senior centers and adult daycares which make up the bulk of the large groups that make up the majority of riders of the van based services. Fixed costs make up a more significant portion of the van service costs compared to the cab service. The result is cost



per hour and per passenger have risen sharply in the van service. The cost per hour and per passenger both rose by 28%. Total expenses for van service declined by 4%.

**Service Quality – Van Contract**

	FY 2017	FY 2018	FY 2019	FY 2020	Standard
On Time	90%	90%	89%	92%	90%
No Show	2.58%	2.66%	2.90%	1.63%	<3%
Complaints	12	6	17	14	<16

Service quality measures for the vans have maintained steady with a slight decrease in complaints. First Transit on-time performance improved to 92%. No-shows are considerably lower than in the past likely due to the lower ridership declines.

**D. All Cab Operations (Includes Regular Get About Cab, One Step & Ready Now)**

	FY 2017	FY 2018	FY 2019	FY 2020	%+/- 19-20
Ridership	41,204	51,012	43,431	40,503	-6.7%
Cost Per Pass	\$18.02	\$17.80	\$20.14	\$20.66	2.6%
Wheelchairs	9,070	12,432	8,137	8,313	2.2%
Total Expense	\$742,392	\$907,770	\$874,720	\$836,980	-4.3%

Total cab ridership decreased by 6.7% thanks to the pandemic. Cab ridership was running 13% ahead of FY 2019 through February and then fell sharply in the last four months. The cost per passenger increased by 2.6%, the total cost also decreased by 4.3%. The decrease would have been greater except for the fact that we increased the number of dedicated Get About drivers from 2 to 4. The number of dedicated drivers was reduced to 2 in July. We will be carefully monitoring the service to be sure quality is not adversely affected.

**Service Quality-Get About All Cab Components**

	FY 2017	FY 2018	FY 2019	FY 2020	Standard
On Time	91%	93%	78%	87%	92%
No Show	2.45%	2.16%	4.25%	5.87%	<3%
Complaints	17	17	56	60	<8

Although Get About cab’s overall on time was still below our standard at 87% compared to our standard of 92% and complaints remain very high. Improving quality will be key to rebuilding ridership once COVID related restrictions are lifted. In order to assure quality is maintained we are taking the following actions:

- Consider increasing the number of dedicated drivers to accommodate demand and maintain a high level of on time performance.
- We will be stepping up service monitoring of all service elements. This will be particularly important as ridership demand grows.



- Mobility staff work with contractors to assure driver training is implemented and is focused on meeting PVRTA service standards.

#### E. Evaluation of Get About Premium Services—One Step Over the Line and Ready Now

##### One Step Over the Line Operating Data

	FY 2017	FY 2018	FY 2019	FY 2020	%+/- 19-20
Ridership	5,276	6,319	4,822	3,325	-31%
Cost Per Pass.	\$26.20	\$24.49	\$29.05	\$28.74	-1.10%
Fare Revenue	\$17,562	\$18,919	\$7,610	\$9,241	21.4%
Total Expense	\$162,578	\$154,742	\$145,404	\$95,556	-34.2%
New Freedom Rev.	\$54,889	\$63,882	\$63,802	\$43,759	-31.4%

One Step Over the Line saw its ridership declined by 31%. The cost per passenger declined by about 1%. Due to lower ridership the total expense decreased by 34%.

##### Service Quality-One Step Over the Line

	FY 2017	FY 2018	FY 2019	FY 2020	Standard
On Time	88.6%	92.3%	68.1%	87.3%	92%
No Show	2.53%	2.24%	4.77%	5.75%	<3%
Complaints	1	4	8	1	4

On time performance was below our standard at 87%, but it is significantly better than our FY 2019 results. We received only one complaint.

##### Ready Now Operating Data

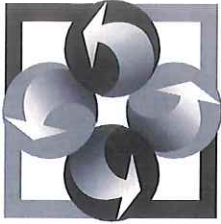
	FY 2017	FY 2018	FY 2019	FY 2020	%+/-19-20
Ridership	16,273	22,173	17,587	14,420	-18%
Cost Per Pass.	\$13.70	\$13.79	\$14.45	\$14.42	-0.2%
Fare Revenue	\$40,074	\$48,910	\$29,840	\$25,930	-13.1%
Total Expense	\$222,970	\$305,675	\$254,133	\$207,954	-18.2%
New Freedom Rev	\$71,380	\$94,318	\$91,380	\$76,614	-16.2%

Ready Now ridership decreased by 18%. Prior to the pandemic ridership was climbing toward former levels. The total cost of the program has decreased by 18% due to the decline in ridership.

**Service Quality-Ready Now**

	FY 2017	FY 2018	FY 2019	FY 2020	Standard
On Time	93.3%	95%	87.7%	90%	92%
No Show	2.44%	2.20%	3.41%	3.93%	<3%
Complaints	9	6	19	10	8

Ready Now on-time performance was 90% just under our standard of 92%, The service received 10 complaints, down from FY 2019 but still above our standard of 8 complaints for the year. Network has been gradually improving the on-time performance. Ready Now rides are on-demand, drivers are to pick up passengers 45min after the call is made.



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September 9, 2020

**AGENDA  
ITEM #5B**

**MEMORANDUM**

To: Pomona Valley Transportation Authority  
From: George L. Sparks, PVRTA Administrator  
Subject: **Claremont Dial-a-Ride & Group Service Evaluation for FY 2020**

**Recommended Action:** *Receive and file Claremont Service Evaluation for FY 2020*

**I. Major Findings**

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The major findings in the FY 2020 evaluation are summarized below:

**a) Changes to the Operating Environment for the Claremont DAR**

In addition to COVID 19, Claremont Dial-a-Ride is facing several challenges along with some opportunities.

✓ Claremont's service has used the shared ride taxi model since 1974. During most of its history the model has been very successful. Shared ride taxi offered service coverage for entire city at a significantly lower cost than a traditional Dial-a-Ride service. A cab based service has the added advantage of being an immediate response service, so rider did not need to make a reservation a day in advance to travel. Service quality for a cab based service depends on a large number of available driver and vehicles in order to maintain short wait times. Drivers now have the option of working the highly popular Uber and Lyft services. This factor combined with the low unemployment rate prior to the pandemic has made recruiting enough cab drivers a greater challenge for our contractors in recent years. Added to this is the uncertainty surrounding the interpretation of AB 5 which could reclassify cab drivers as employees and would threaten the viability of the cab operators generally. Concern about the stability of the cab industry was a major factor in Claremont and PVRTA's decision to move to its new service model which allows our prime contractor to recruit additional subcontractors to bolster the driver workforce for our demand service and not depend solely on cabs.



✓ The attractive new features of services like Lyft, such as, reserving rides, vehicle tracking and fare payment via smartphone, have raised customer expectations for demand response services like Claremont DAR.

✓ Providers, such as, Foothill Transit and Metro are moving to emphasize improving regionally oriented services. This will place more of the responsibility for local transportation on community transit providers like Claremont DAR. This emphasis along with the coming of the Gold Line to the Pomona Valley will make seamless regional connections more important than ever.

✓ In the short-term the finances should remain stable and provide Claremont with the opportunity to expand service and to invest resources in service enhancements in terms of operations, technological improvement and capital investments.

## **b) Action Plan**

### **1. Expand Outreach and Community Engagement**

As Claremont works to rebuild ridership, it will need to expand our outreach efforts.

- ✓ Increase marketing efforts by making use of social media, virtual meeting formats to gain insight into unmet resident travel needs and to promote new services.
- ✓ As the new service model expands Group capacity. We will be targeting outreach to potential new client groups.

### **2. Pilot New Service Models and Customer Facing Technologies**

- ✓ Claremont should begin exploring new service designs, such as, microtransit using, route/point deviation or checkpoint models, targeting the general public and focus on school and youth transportation.
- ✓ Ideally, the microtransit projects should pilot new customer service features via smartphone and the web.

### **3. Strengthen Regional Partnerships**

- ✓ PVRTA and Foothill staff have begun meeting on a regular basis to discuss areas of coordination and ways to improve local service and connections to regional providers. Currently, we are working with Foothill to explore local alternatives to Foothill's school tripper service.
- ✓ PVRTA plans to explore the Claremont DAR adding a TAP card payment option to better coordinate fare payment with other regional services.
- ✓ Work with the Pomona Valley cities to develop first mile last mile solutions for Claremont riders.

### **4. Develop A Plan to Move to Zero Emissions**

Like PVRTA, Claremont will be required to comply with the California Air Resources Board's, Innovative Clean Transit (ICT) rule. The ICT requires Claremont to begin purchasing Zero Emission Buses (ZEB) by 2026. Claremont is required to submit a



Rollout Plan by July 2023. In FY 2021, Claremont in conjunction with PVRTA should undertake the following:

- ✓ An evaluation of technological alternatives, primarily plug in electric versus fuel cell
- ✓ Identify potential facilities for the housing and fueling of ZEB's
- ✓ Explore partnerships with other operators and cities
- ✓ Evaluate fleet needs to determine the number of vehicles with a GVWR in excess of 14,000lbs. The ICT currently only applies to heavy duty (>14,000lbs) vehicles

## II. Operating Performance

### A. Operating Data (Combined Cab and Group Services)

#### Operating Data (Combined Cab and Group Services)

	FY 2017	FY 2018	FY 2019	FY 2020	%+/- 19-20
Ridership	34,683	31,862	26,667	20,341	-23.7%
Cost Per Pass.	\$11.57	\$12.56	\$14.11	\$14.65	3.8%
Total Expense	\$401,227	\$400,177	\$376,387	\$297,984	-20.8%
Complaints	12	7	21	21	0.0%
No-Shows	1.50%	1.21%	1.52%	2.14%	40.8%
On-Time	94%	94%	80.11%	92.79%	15.8%

#### Ridership and On Time Performance

Claremont total ridership decreased by 23.7%. Ridership fell by two thirds in the last four months of the fiscal year. Claremont ridership has been declining for several years due to numerous factors including the loss of riders to other options, such as, Uber or Lyft and service challenges related to the difficulty in recruiting drivers as the cab business has declined overall. On-time performance which had really struggled in FY 2019 has improved to almost 93% exceeding our 92% standard. FY17. Claremont faces several challenges in rebuilding ridership after the pandemic.

#### Program Costs

The total cost of services has declined significantly over the last several years. In FY 2012 Claremont Dial-a-Ride operating costs were more than \$875,000 compared to less \$400,000 in FY 2019. At the same time Claremont's regional operating revenue from the Formula Allocation Program (FAP) have been reduced by a much smaller amount. FAP funding in FY 2020 for Claremont was \$530,000 in FY 2014 compared to

\$440,000 in FY 2020. The reduced operating costs should give Claremont adequate revenues to fund new services and pilot customer facing technologies.

### B. Cab Service

	FY 2017	FY 2018	FY 2019	FY 2020	%+/- 19-20
Ridership	20,839	18,865	14,810	10,796	-27.1%
Cost Per Pass.	\$10.12	\$12.68	\$12.58	\$15.44	22.7%
Total Expense	\$210,812	\$239,227	\$186,340	\$166,691	-10.5%
Complaints	12	7	18	21	16.7%
On-Time	97%	94%	79%	91%	15.2%

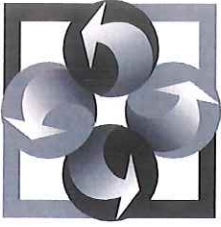
Cab ridership declined steadily by 27%. Ridership during the last four months was only 40% of the same period last year. On-time performance has improved significantly to 91% compared to 79% in FY 2019. The improvement was partially the result of the additional dedicated driver resources.

### C. Claremont Group Service

Operating Data	FY 2017	FY 2018	FY 2019	FY 2020	%+/- 19-20
Ridership	13,844	12,997	11,857	9,545	-19.5%
Cost Per Pass.	\$6.60	\$7.97	\$9.20	\$9.37	1.9%
Pass Per Hour	13.4	11.91	11.85	12.97	9.4%
Total Expense	\$91,357	\$103,617	\$110,271	\$89,419	-18.9%

Group service ridership declined by 19.5%. Group service patronage is primarily dependent on the activities of our primary user groups, the CLASP afterschool program and the senior nutrition program. The advent of COVID 19 virtually shut down the programs that use the Group service. The cost per passenger increased slightly and productivity rose to nearly 13%. The decline in utilization could provide an opportunity to reshape Group services to respond to new travel demands and additional rider groups.





September 9, 2020

**AGENDA  
ITEM #5C**

**MEMORANDUM**

To: Pomona Valley Transportation Authority  
From: George L. Sparks, PVTA Administrator  
Subject: **Evaluation of San Dimas Dial-a-Cab FY2020**

**Recommended Action:** *Receive and file the San Dimas Dial-a-Cab Evaluation for FY 2020*

**I. Major Findings**

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San Dimas Dial-a Cab ridership decreased by 19% due to the COVID outbreak. On-time performance improved to at 88.8% but was still below PVTA standards. Maintaining service quality is a particular challenge in San Dimas given its distance from areas in the valley with the highest cab demand and the greatest number of cabs. In addition, the cab industry is experiencing difficulty recruiting enough drivers to maintain service quality. Our cab services also face uncertainty surrounding AB 5 which could reclassify cab drivers as employees and would threaten the viability of the cab based service models. Concern about the stability of the cab industry was a major factor in PVTA's decision to move to its new service model which allows our prime contractor to recruit additional subcontractors to increase the number of drivers available.

**a) Action Plans**

✓ **Outreach and Community Engagement**

As we work to rebuild ridership, it will be necessary to expand outreach and marketing efforts. The outreach should expand into social media along with existing marketing. This will be particularly important during times of limited face to face interaction opportunities due to COVID restrictions in order to keep riders informed about the service and safety precautions being undertaken.

✓ **Pursue the Addition of New Customer Facing Technologies**

San Dimas should pursue customer focused technologies along with the other PVTA operations. In order to enable these technologies, it will be necessary to have all San Dimas riders included in the PVTA rider registration system. PVTA will be working with the City to facilitate the inclusion of San Dimas riders in PVTA registration system.

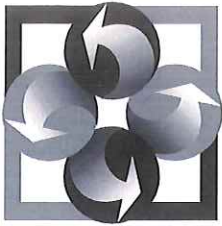
## II. Analysis of Operating Data

### A. Operations and Service Quality

	FY 2017	FY 2018	FY 2019	FY 2020	%+/- 19-20
Ridership	20,956	24,396	18,026	14,602	-19.0%
Cost Per Pass.	\$14.25	\$14.29	\$16.99	\$18.08	6.4%
Total Expense	\$298,583	\$348,617	\$306,328	\$264,010	-13.8%
Complaints	31	10	41	21	-48.8%
No-Shows	2.2%	1.6%	2.3%	2.8%	21.7%
On-Time	93.9%	93.9%	76.8%	88.8%	15.6%

San Dimas ridership was 19% lower than a year ago. Ridership was running ahead of FY 2019 before the COVID outbreak. Ridership since February declined almost two-thirds. The addition of a dedicated driver to shore up service and maintain an adequate workforce resulted in the cost per passenger rising by 6.4%. In FY 2019, Dial-a-Cab struggled with service quality, receiving 41 complaints. Many were a result of issues around the transition to Network and a chronic shortage of drivers. This year service improved considerably with on-time rising to about 89% and complaints down by nearly 50%. Service quality while improved, remained below PVTA standards.





September 9, 2020

**AGENDA  
ITEM #5D**

**MEMORANDUM**

**To:** Pomona Valley Transportation Authority  
**From:** George L. Sparks, PVRTA Administrator  
**Subject:** Pomona Group Service Evaluation FY 2020

**Recommended Action:** *Receive and file the FY 2020 Group Service Evaluation.*

**I. Primary Findings**

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In FY 2020 ridership decreased by 17.3%, however ridership through February 2020, prior to the pandemic, was running 50% ahead of FY 2019. Expenses increased by 12.8% due to the continued operation of the Rio Rancho shuttle as ridership fell. Cost per passenger increased as well because of the lower ridership and continuing cost of running shuttle service

**II. Service Summary**

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Operating Data	FY 2017	FY 2018	FY 2019	FY 2020	%+/- 19-20
Ridership	4,055	3,966	3,326	2,751	-17.3%
Cost Per Pass.	\$9.78	\$8.35	\$11.13	\$15.18	36.4%
Pass Per Hour	11.1	12.53	13.63	11.33	-16.9%
Total Expense	\$39,663	\$33,103	\$37,030	\$41,762	12.8%

Pomona Group service was originally designed to serve the needs of afterschool activities and summer recreation programs. After the reductions in many of these services resulting from funding cutbacks, ridership has declined from its peak. In FY 19, PVRTA began using the mobility managers to launch marketing and outreach efforts to refocus Pomona Group to serve new needs. These efforts continued in FY 2020. The mobility managers have undertaken the following efforts to improve the service:

1. Developed a new marketing and outreach plan that targets groups with specific travel needs. They plan to produce and distribute a Spanish language version of the updated Pomona Group services brochure.
2. They are in the process of redesigning the Rio Rancho shuttle based on rider feedback.
3. The Mobility Manager program has expanded outreach to social service agencies, afterschool programs, recreation programs and related community groups to raise awareness of the transportation services available.
4. Once in-person gatherings resume, the mobility managers will be making a series of presentations to groups including Palomares Park, Washington Park, Youth and Family Master Plan Community Board to update them on the transportation resources available to them.